



COMMUNIQUÉ

COMMUNIQUÉ : THREE | ARIEL INVESTMENTS : CORPORATE REBRAND

sjv | NYDESIGN



ARIEL INVESTMENTS*

Over a span of 16 years, Stephen Visconti and his team worked with Ariel Investments, guiding them through several evolutions of their unique and timeless brand, ensuring that the visual representations of the firm's brand were always true to its consistent investment philosophy, "slow and steady wins the race".

But how do you go about updating such a classic tale?

*PRODUCED WHILE DESIGN DIRECTOR AT WECHSLER, NY.



ARIEL INVESTMENTS*

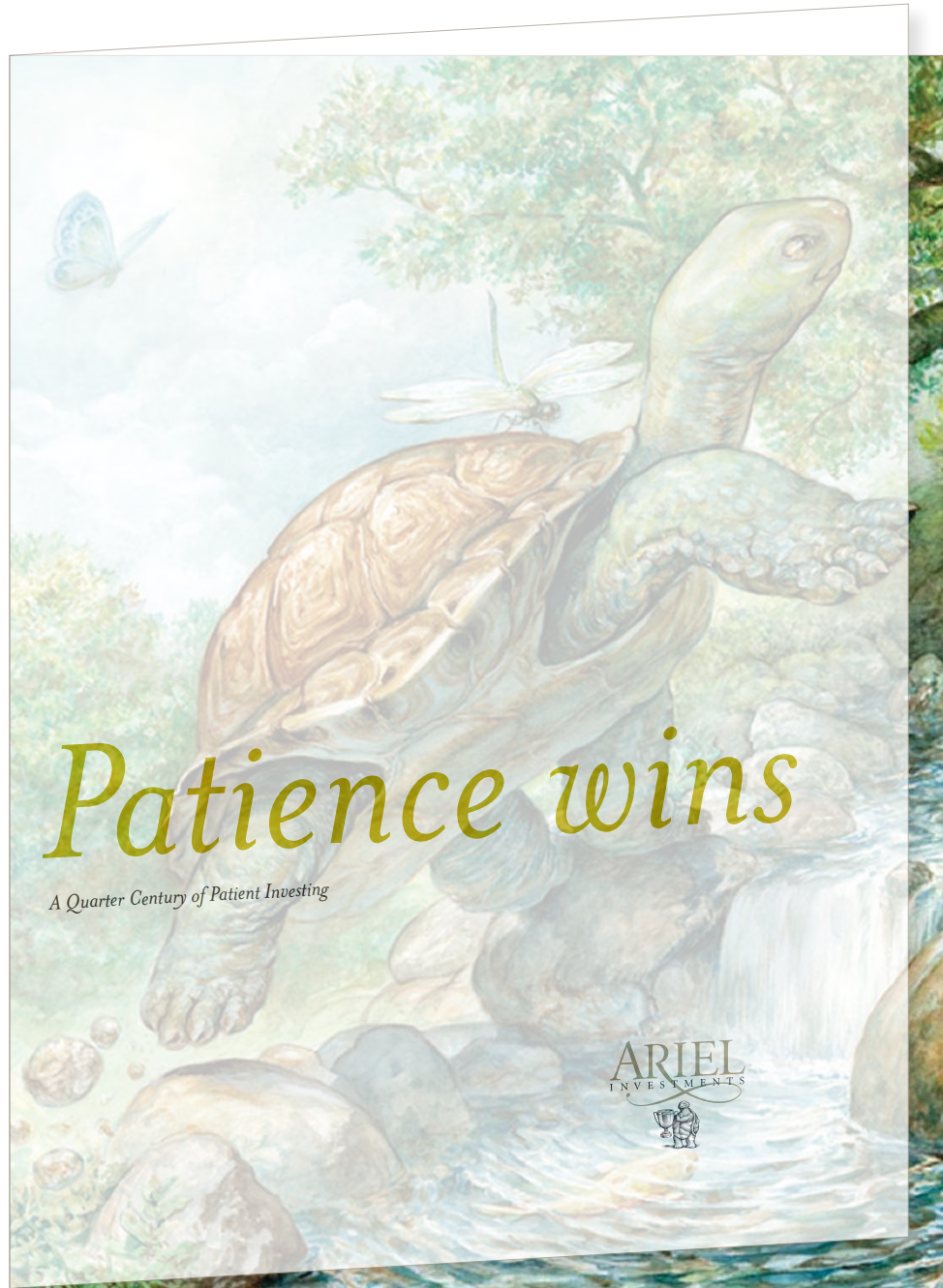
The answer? Very carefully.

When a company's brand is so inexorably tied to its core philosophy, you don't go seeking change for the sake of change. You look to bring even more life and depth to their story.

For Ariel Investments' most recent brand update, a series of original illustrations were commissioned, retelling Aesop's timeless fable of the tortoise and the hare, and reinforcing the firm's focus on their patient investing philosophy.

Those illustrations, rendered in a classically lush storybook style, were used extensively throughout the firm's marketing and investor communications, in both print and digital media. Brandmark, color palette and typography were refined, and a comprehensive employee photo-shoot was commissioned and used throughout their communications, showcasing the depth and diversity of experience within the firm.

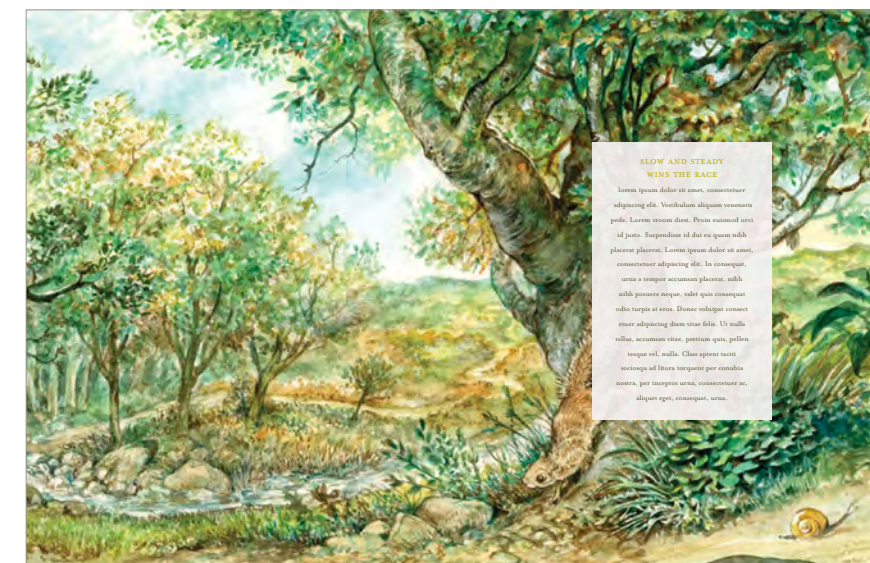
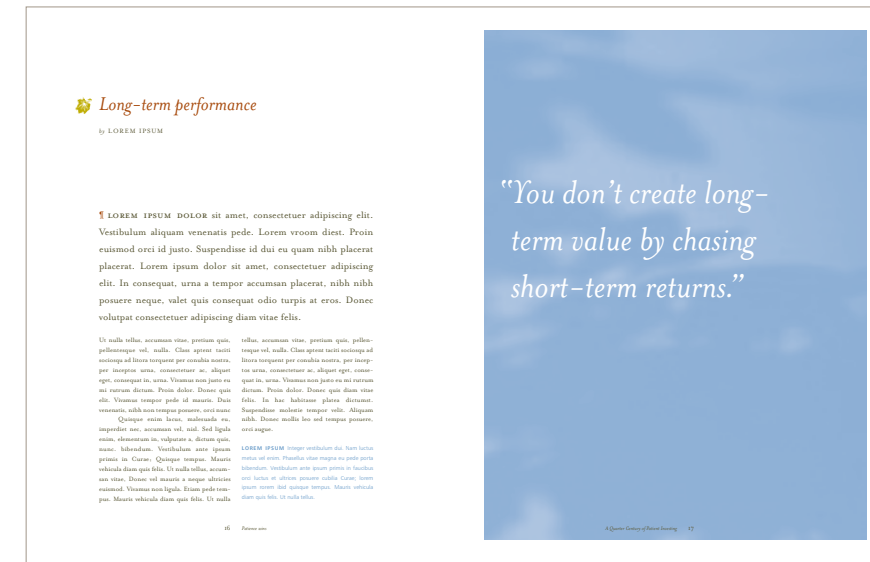
The refresh of the Ariel Investments brand extended across all their investor-facing communications, illustrating how the brand's unique visual elements were consistently utilized throughout all aspects of their communications.



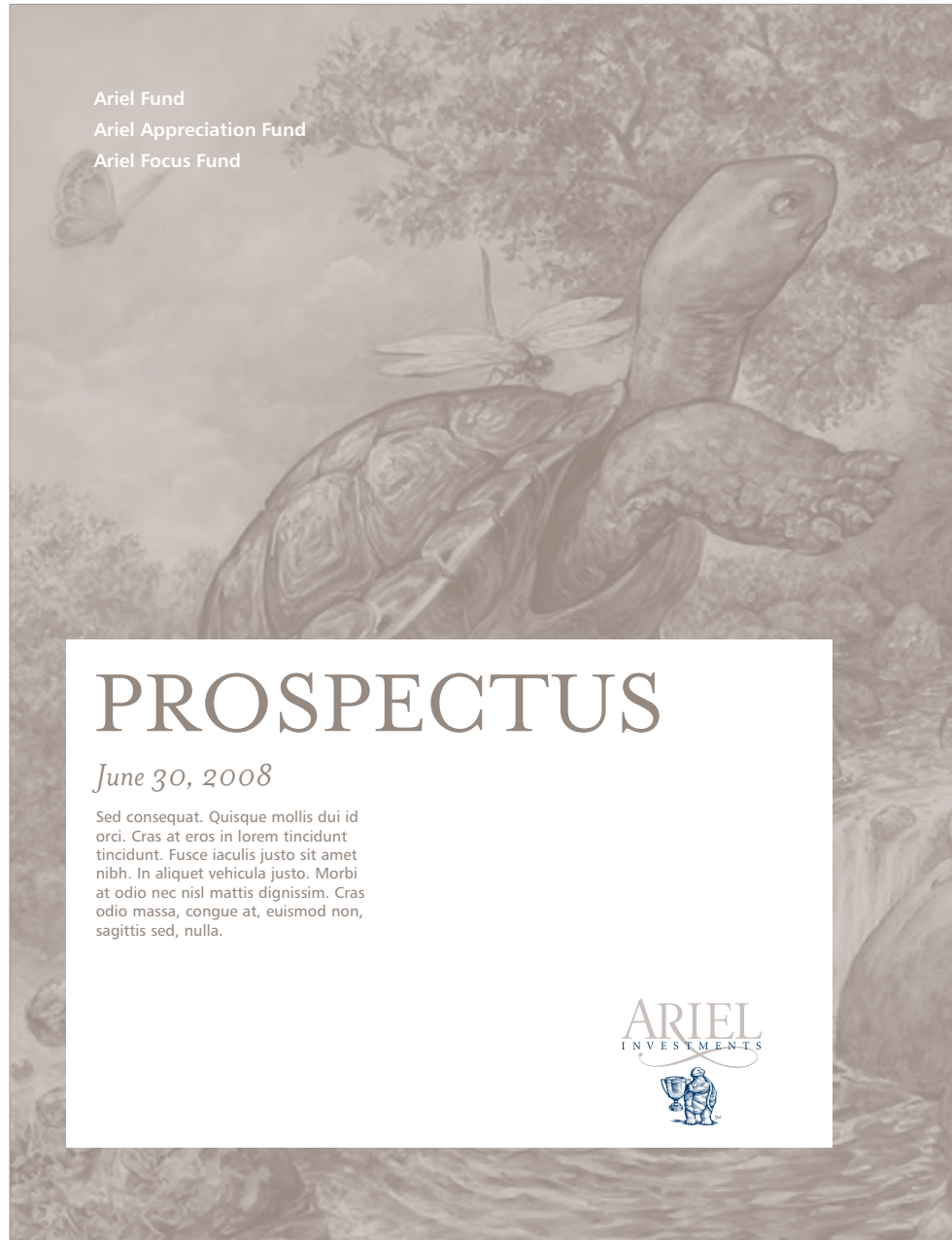
CAPABILITIES BROCHURE — VELLUM COVER



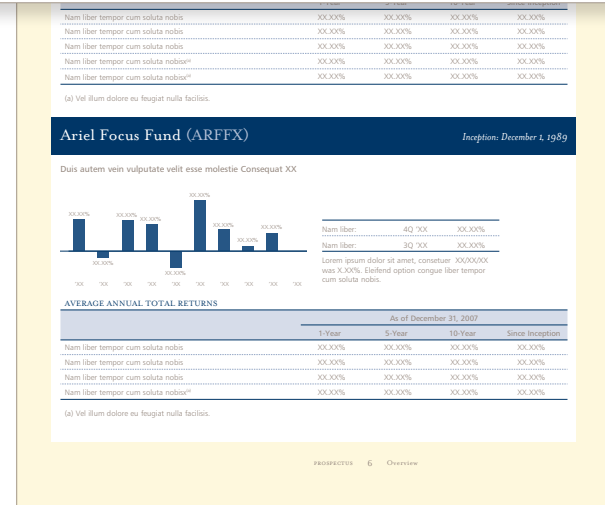
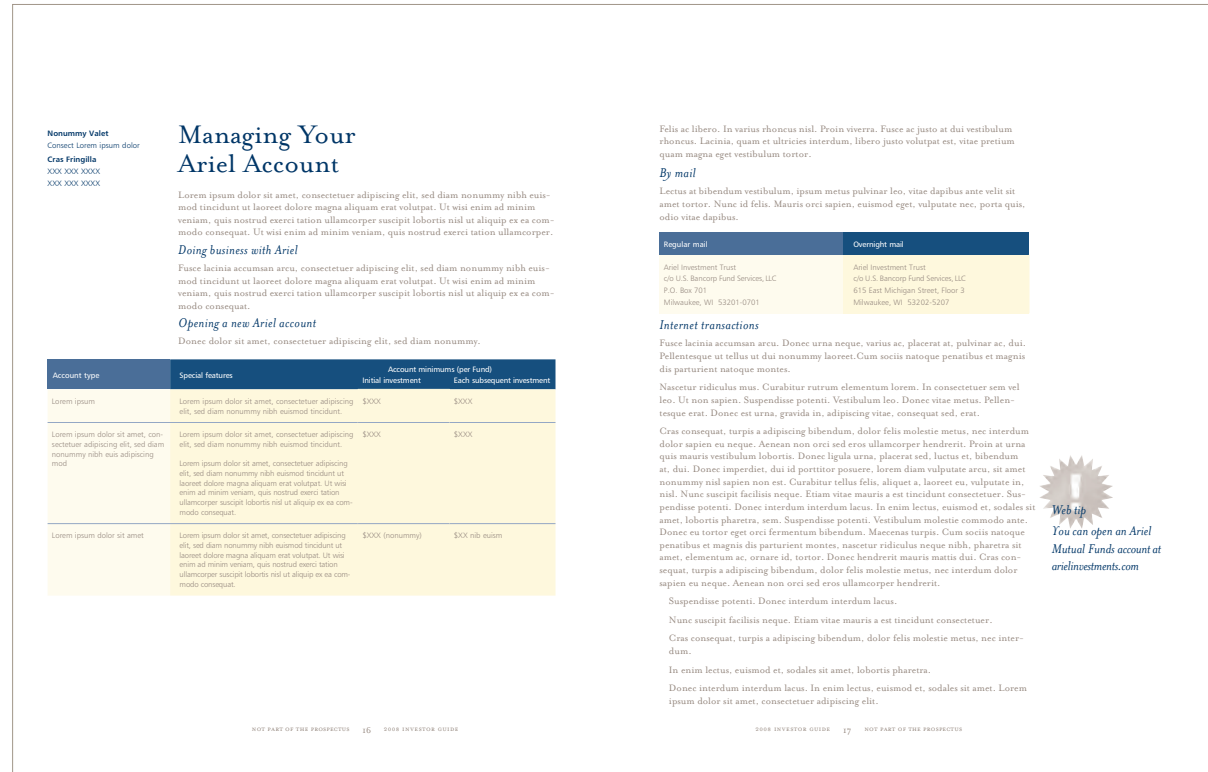
ILLUSTRATION DETAIL



CAPABILITIES BROCHURE — ADDITIONAL INTERIOR SPREADS, WITH EMPLOYEE “CHORUS LINE” FOLDOUT

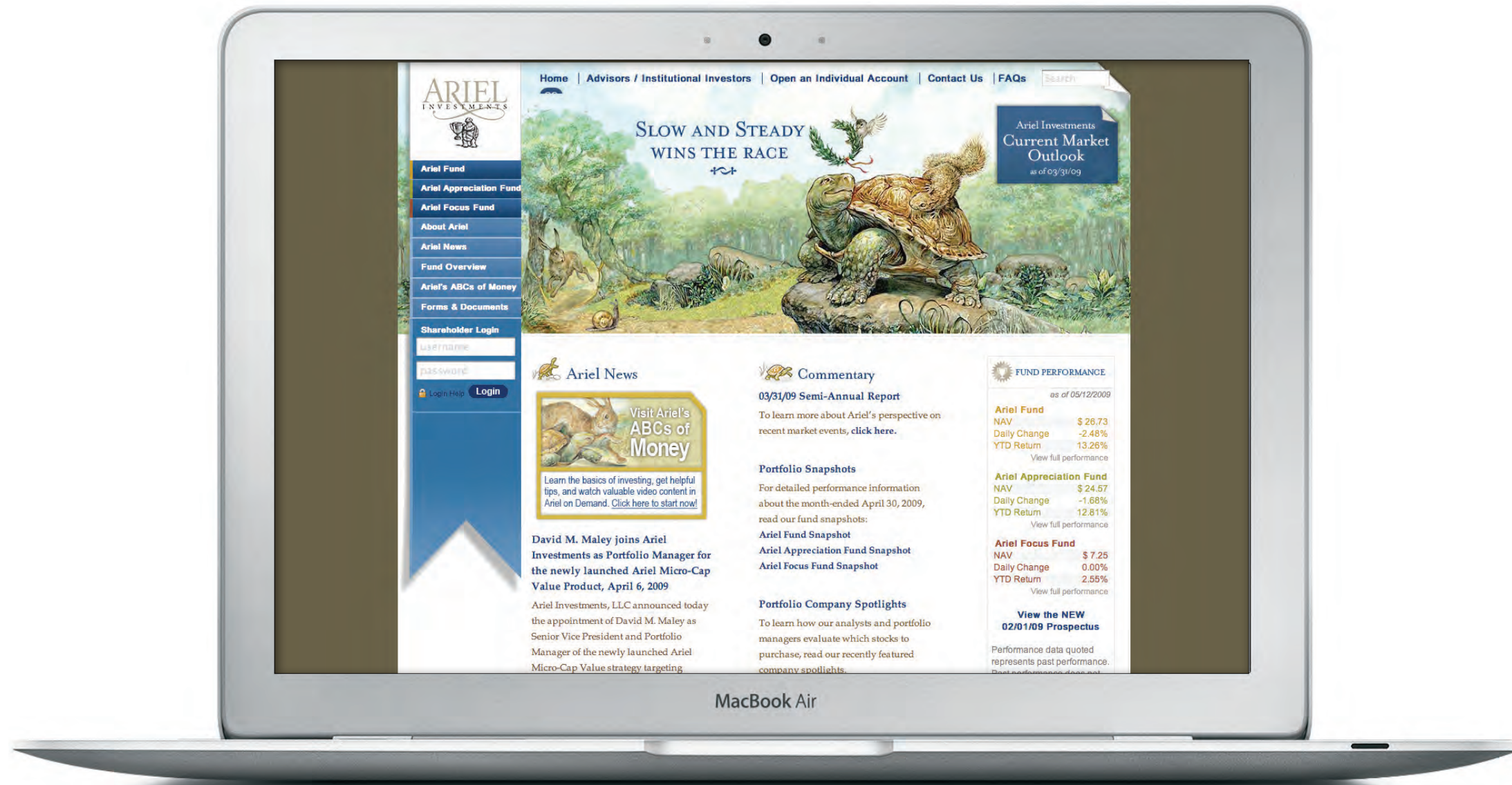


INVESTOR GUIDE — COVER

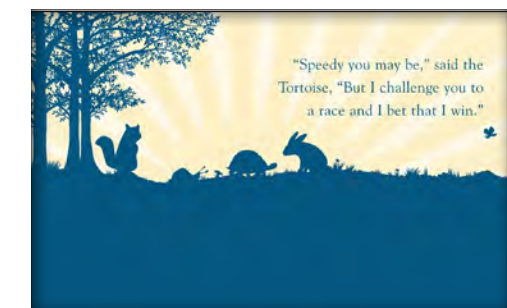
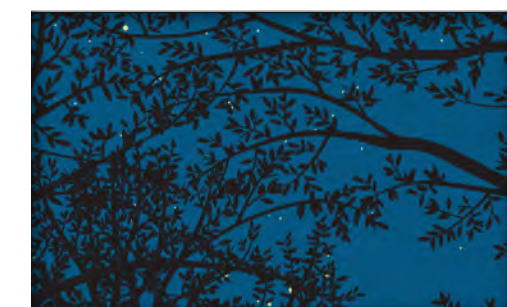
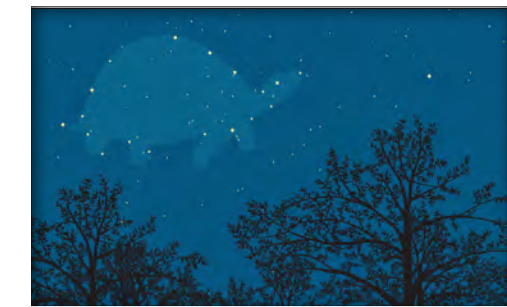


INTERIOR SPREADS





CORPORATE WEBSITE



ANIMATED AND INTERACTIVE HISTORICAL TIMELINE

An independent design and brand consultancy led by creative director and principal, Stephen Visconti, SJV|NY Design blends classic design elegance with equal parts strategic insight and compelling storytelling, helping to build and shape brands for significant clients such as Ameriprise, Clarion Partners, CBRE, Mack-Cali Properties, Merrill Lynch, Morgan Stanley and UBS.

FOR MORE INFORMATION REGARDING
OUR BRANDING, DESIGN, AND STRATEGIC
MARKETING CAPABILITIES, PLEASE
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